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JUST SUPPOSIN'.

As the boys used to say, let us supposin' the case, says E. E. Kelley, in the Toronto Republican. Suppose you could clip forty years off your life, more or less; suppose some other fellows could do likewise. Suppose instead of being president, Taft was a fat, rolypoly boy with sunburned calves, and Teddy was a big Dutch boy with a sore toe, and Stubbs had just got through pulling cockleburrs in the field, and Curtis was taking his first lessons as a jockey rider. And suppose the whole bunch should come down the other side of the street, barefooted and wearing home-made trousers and bedticking suspenders; and suppose one of them should thrust two fingers in his mouth and emit a shrill whistle, and another boy should hold up two fingers and beckon to you—what would you do, hey?

I know. It would be the river for you—for all of you. You'd go to the old swimmin' hole and mud-crawl and splash water and dive and tread water, and you'd tie knots in Louie's shirtsleeves and throw mud on Jack Shea when he went to dress, and there would be a fight or two, and you'd bust buttons and pull hair and have a great time; and coming home you'd sneak into Sample's orchard and steal apples and maybe swipe some watermelons. And at night you'd kneel down by your mother's knee and say your "Now I lay me—," and after you were sound asleep your mother would go into your room to see that you were not sleeping in a draught, and go out saying to herself, "Bless his little innocent soul."

And all the foregoing, because the writer feels the need of a vacation and yet knows there is never a real vacation except the care-free time and the joyous comradeship that comes to youngsters in their barefoot days when the tasks are done, and there is neither past nor future, but only the blissful present.

WHAT WILLIAM SHOWS US.

A very fine lawyer, a gentleman who has recently been mentioned in connection with the Ohio governorship, writes us:

"Taft's term in the White House has done more to open the eyes of the people to the folly of turning the government over to lawyers and judges than anything else which has happened in a generation."

Yes, sir! From evil cometh good, often, very often. We got those delicious "lady finger" cakes from ancient eggs, and from Bill Taft we get a tremendous demonstration of just exactly the sort of man not to make president. We sure owe it to Bill to say that in this respect he has done the country a service unequalled by predecessors in particular or collectively.

But our government is pretty largely a government by courts, now, and to follow logically our Ohio correspondent, it is a bad thing to put lawyers on the bench.

Bad government by lawyers, good government by laymen. This is sound argument, rational deduction. And we may eventually get around to curing some of our government ills by such a substitution, not with consent of the lawyer, Obloah or otherwise, however.

General Nelson A. Miles is out with a philippic directed at Colonel Roosevelt, whom he terms a despot, a dictator, a hypocrite and everything else he can think of. We don't blame Miles. The colonel punctured his inflated bladder of wind and bombast so effectively that he just can't get over it. He has a right to kick.

One of the political committees having received a contribution of \$1 the other day, and the giver being neither a church deacon nor a member of any ethical society, it was decided to be safer to return it.

KING MORGAN FROWNS.

After all, Perkins may be sincere in his conversion from exploiting trust methods to the advocacy of progressive principles. He says that when he pulled out of the Morgan combination some time ago he was prompted to do so by consideration of the chances his son would have in the future if the government continued to go farther into the control of big business. He said he concluded the whole system was wrong—that the government should be put back into the hands of the people, and for that reason he would support the candidacy of Mr. Roosevelt and the principles of the progressive party.

It is hard at first to believe in the sincerity of an abuser who proposes to correct the abuses by which he so greatly profits. But Perkins is growing old; he is very rich; he has a son who will come into the stern realities of a business career very soon, and he begins to wonder just what opportunity his boy will have if the agencies of government are allowed to continue in the control of men whose sole object in controlling is to use the powers of government for selfish private ends. He sees what may happen to his boy, and incidentally to every other man's boy, if they cross the purposes of those in control of the government. Reasoning this way, it is easy to see the danger to the country, and every individual in it, rich or poor, if the government passes into the control of a dollar oligarchy.

Moreover, now it appears that the split between Morgan and Perkins was complete. Morgan has just returned from Europe and declares himself utterly disgusted with the political situation. He says that Wilson has no definite policy; that Roosevelt has no party; and that Taft is the least of three evils; therefore he will support Taft. That puts the Morgan-Harriman-Rockefeller interests all behind the candidacy of Taft and removes much of the distrust engendered by Perkins supporting the candidacy of Roosevelt. It is known that Morgan has greater financial interest in the Steel and Harvester trusts than any other man. He is the father of trusts and the prime instigator of trust abuses.

As the facts unfold, the sincerity of Roosevelt in his attitude toward the abuses of big business is made clear. At first it was stated that Perkins and Morgan both would support Roosevelt; now it appears that Morgan has never looked with favor on his candidacy. This new fact should have great weight in confirming the sincere attitude of Roosevelt against trust abuses.

The Tidings predicted some time ago that as the election approaches the attitude of Roosevelt toward the trusts would be made clearer, so that everybody would come to see that he is sincere in his position against government control by big business.

The declaration of Cummins that he would support Roosevelt although he did not favor the organization of a new party, and the declaration of Morgan that he will support Taft, are two late developments along that line.

If Mr. Roosevelt is elected he will be so by the votes of the common people, not by support of the interests, because his every act confirms his antipathy to trust abuses and his earnestness and persistence in the interest of the common people.

SCHOOL BEGINS.

No matter what strife of tongues and fists may separate one gang of kids from another, there is one point on which all can agree. That is hatred of school.

And what wonder! Boy life today does not have the compulsions of a generation. The farm boy who had to drive the cows, milk them, rake scatterings after the hay cart, and stow the hay away under the eaves, was glad enough to see September 1 come. Sitting down in a cool and quiet room with no farm hands to prod his weary legs along was almost heaven.

The city or town boy of today has few such compelling tasks. Through summer he wanders free as a bird. Confining him in a school house is about as difficult and popular as catching a flock of swallows and caging them. It can be done, because the dread figure of the truant officer is potentially at the door, but you must expect the wings will flutter against the bars.

W. L. Smith of Bishop, Cal., has trusted his life to his Studebaker motor car five times this season on trips to Lost Valley in the Mojave desert. The route traverses an arid waste where failure of the car's mechanism would mean an almost certain and miserable death to its passengers.

PRIMORDIAL INSTINCTS.

Speaking on battleships, Congressman William Kent says that the liking to fight is a primordial instinct that has been largely eliminated from the surface of our civilization.

The so-called primordial instincts of ours are great things and we guess that Kent is right in believing that our surface has only been scratched as to some of them.

Pretty early in his career man had to fight for his food and life as a regular business, and thus can be explained his liking to fight and kill things. But he has at least one other primordial instinct which isn't very far below the surface of our civilization, and which is hard to explain; and that's his inclination to gamble. It is mighty near all of us, regardless of sex, color or condition of servitude.

Maybe the first few families of our stone hammer ancestors saw that fighting among themselves exterminated folks and so resorted to games of chance to determine the possession of things. Anyhow, in most things we undertake we are fascinated by the risks involved, while the popularity of actual gambling at penny ante, or bridge, or get-rich-quick stock is so universal as to bear all the earmarks of a primordial instinct.

Newspaper publishers will tell you that nothing takes so well as an account of a bloody prize fight. They could also shock you with a list of the "suckers" who fall before the wiles of the fake promoter as showing the class of people willing to gamble with the odds all against them.

Verily, some of our fearful primordial instincts are eliminated only from the surface of our civilization. But let's keep on grubbing to get out the very roots of evil bred into us way back in the unknown past.

Strange, isn't it, that the postmasters are not willing to tramp down town Sunday and open up the office to see if Flossie hasn't sent Birdie a postcard?

Now that everybody has called everybody else a reactionary, it is time for the dictionary man to get up some new opprobrious epithets.

ADVERTISING TALKS.

By Ralph Kaye.

Why should people buy goods of your competitor? You know yours are better, but do you tell people WHY they are better in your advertising? People nowadays look to the advertisements for information on the goods they want to buy and for suggestions as to what to buy. This saves them from calling only on stores that carry the goods they want.

When people turn to the advertisements for suggestions and ideas, they are in a receptive mood. Their minds are open. They want something.

You practically have a virgin field that needs seeds of information. Are these the seeds you plant? Do you nourish them by sprinkling WHYS in your advertisements? Crops of desire spring from such cultivation.

Your goods have a hundred reasons WHY they should be purchased, every one of which will gradually strengthen desires aroused by the ones before. Find out these reasons and make them applicable to your customers' needs and desires.

The more people know of your goods, the more they will appreciate them—because they can and do apply them to their ideas and requirements.

For instance, if you are in the shoe business, have you ever figured out why men should buy your shoes? If he is a clerk, storekeeper or office man, he wants shoe comfort, appearance, wear, easy to polish and not too high priced. Can you think of anything else? Do you know if your shoes possess these merits?

If he is a collector, superintendent or general outdoor man, he wants shoes that will stand hard knocks in walking, waterproof, comfortable—anything more? Have you shoes which measure up to these standards?

If he is a professional man—doctor, lawyer, etc.—he wants shoes that are comfortable and of good appearance, stylish, durable—what else? How many of your customers are professional men?

How about the youths—the "swell dressers"—college boys and club men? They want style, first, last and always—something real classy. Do they wear your shoes?

And the youngsters—both sexes—that slide and kick everything. Do their parents know the strength and wearing qualities of your shoes?

And the weaker sex. They want shoes for wet weather and dry weather. They want their feet to look small and neat. They simply must have comfort and style.

Seeds like the above sprout into desires because they are planted in the Garden of Personal Requirements and Adornments.

You strike a sympathetic chord and make your customers see your shoes by the light of personal advantage.

It is only by bringing this knowledge of your goods home—whether shoes or men's clothing—applying it to specific cases—adapting it to the reader's personal requirements and circumstances—will you arouse desires and interest people sufficiently to buy YOUR goods.

The Home Circle

Thoughts from the Editorial Pen

Once, before the days of automobiles and telephones and rural free delivery and all the other modern methods of rapid transition, there was a man of great mental grasp of affairs, who became cursed with the Chimney Corner Habit. He was a wealthy gentleman farmer, with not sufficient work to do, to keep him going bodily and mentally.

Therefore he succumbed to the Chimney Corner Habit, and settled down into the apathy it produced. For twenty years before he was finally awakened by passing through the experience men call death, he slept and ate, then ate again and slept, with his physical being, while his spiritual being slumbered all through his twenty years of bondage.

His only mental stimulus was in reading the newspapers which were brought to him from the near-by town. Then he slumbered off again into that condition immortalized by the late Grover Cleveland in that expressive and over-used phrase, "innocuous desuetude."

Not that he had paresis of anything except ambition. His mentality, when it emerged from its chimney corner at rare intervals, was keen and unclouded. It remained out just long enough to brighten the surroundings, then withdrew and slumbered again.

In his earlier years, during his Period of Blessed Struggle, when he strove with all that was in him to wrest a living for himself and those he held dear, from the soil, he was alertly alive to every need of friend and family.

While it was a daily necessity to work, and then to work some more, his sympathy never failed those whose struggles seemed more severe than his own. His wise counsel, his steady courage and his wonderful acumen in matters of moment helped many a poor fellow out of the Slough of Despond.

And then, when prosperity was won, not inherited or wrested from others, the sucrose from toll brought—not recompense, but the Chimney Corner Habit.

This is but one case. And it is but one phase of the disease, for so it must be classed.

The Chimney Corner Habit is the most subtle, the most dangerous, the most easily acquired, of all the vices, and the most difficult to cure. It is produced by lack of occupation. The most susceptible to its influence are either those who are too prosperous, or those that are unsuccessful. In both cases its first symptoms are a letting go, a slumping down, an inclination to sit right down in indolence, or apathy of despair, and leave the burden of doing to others.

That is where the Chimney Corner Habit gets in its first wedge. The man who refuses to yield an inch to his persuasion, who wrestles with and down the enemy—for so it is in reality, though it assumes the soft-footed guise of friend—is the victor.

The man who stops to listen is sure to give his enemy an advantage. If he has let go because he no longer feels the pressing necessity for labor, the first symptom is self-laudation, pride of achievement, and the belief that he is entitled to his rest from the worry and cares of life.

If he is not successful, the first symptom is self-pity. In either event he is letting down the bars, and dooming himself to the Chimney Corner.

The Chimney Corner Habit kills endeavor, ambition—yes, even slays honor, sometimes, and sympathy and human interest follows the corpse of manhood to its grave of oblivion.

Yet, the last word has not been spoken. The blessed assurance must be again repeated, that it is never too late. Even if in the grip of this deadly habit, life and life's meaning and intent may still be resuscitated.

There may seem to be a cessation of activity—there may seem to be a pulseless heart, a dead responsibility—but the right method can and will restore the lost respiration, and the Chimney Corner Habit be permanently routed. But this complete cure can only be effected when the patient recognizes that he has contracted the habit, and longs for release. This accomplished, the rest is easy.

If any here present are in the grip of the Chimney Corner Habit let them get out and rout the enemy. And be not deceived. Neither be ye discouraged, for it can be done. Then will the funeral of energy and right ambition be changed into a feast, and the crown of rejoicing will follow.

Express Companies Must Carry No Liquor Into Dry Territory.

Portland, Ore.—Governor West has announced that the next step in his crusade against vice in Portland and Oregon would be to arrange for a conference next week with officials of express and railroad companies at which he would issue a warning against shipment by these companies of liquor into dry territory.

The governor said he would pass a considerable portion of his time in Portland for some days as he still wished to give his personal attention to the work of suppressing immorality and crime.

He said that he had heard that certain officials connected with the city government here were intimidating the police in their work of arresting persons guilty of various offenses. He said if he found these reports substantiated he would proceed against the officials under a law providing for punishment of officials guilty of malfeasance or negligence in office.

Puzzle: If it takes the police three years to catch three old women shoplifters, what period would elapse before the detection of an able-bodied yeggman?

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SINKING TO A LOW LEVEL.

For a great newspaper, the Oregonian is often exceedingly small. Its treatment of Senator Bourne is a fair example of the depths to which it descends. For years it has misrepresented, slandered and falsified in order to belittle and discredit Oregon's senior senator. Even its news dispatches are colored to suit its policy, particularly its Washington correspondence. The following from Saturday's Oregonian is an instance:

"Washington, Aug. 23.—As the sundry civil bill was agreed upon in congress today it appropriates \$50,000 for starting construction of the government road in Crater Lake National Park, laid last year by army engineers. This is half the amount provided by the original Chamberlain amendment and it was only after great difficulty that Representative Hawley and Senator Chamberlain were able to hold this amount in the bill."

The Congressional Record shows that Bourne's bill for \$100,000 appropriation for Crater Lake was twice stricken out by the house after having passed the senate. If Mr. Hawley had had any influence, this would not have been the case.

The record also shows that after the civil sundry bill was returned a second time from the house, an amendment was inserted by Senator Bourne calling for \$100,000 for Crater Lake. It again passed the senate committee and was endorsed by the senate conferees. The house conferees again objected and tried to eliminate the Bourne amendment, but the senate stood pat and a compromise was reached with the house conferees whereby the appropriation was cut to \$50,000. In its amended form the bill was accepted by both houses.

There was no Chamberlain amendment, but the Oregonian, to belittle Bourne, deliberately changes the record to make it appear that Senator Chamberlain offered the amendment.

Senator Chamberlain worked as hard for Crater Lake as did Senator Bourne, but it was mutually agreed for political reasons that Bourne should introduce the original bill and father the amendment, which he did, yet the Oregonian never mentions Bourne.

Representative Hawley also worked for the measure, but the fact that he is totally without influence was shown by the repeated defects of the measure in the house, and the fact that it passed finally is due entirely to Oregon's senators.

As a matter of fact, the various appropriations Oregon has received in the past few years, for the Columbia and Willamette, for the Oregon City locks, and for other harbor improvements, have all been secured by the senators, after the house had defeated them.

Two years ago Senator Chamberlain introduced an amendment calling for \$25,000 for a survey of Crater Lake. This was defeated in the house, but cut to \$15,000 and reinstated by the senate conferees, and the house forced to accept it. And Congressman Hawley claimed the credit for it, as he has claimed the credit for everything the senators

have done, which he couldn't do, and his claims have been supported by the Oregonian's falsified reports, so that half its readers really believe that Oregon has efficient representation in the house and none in the senate, whereas the reverse is the fact.

The Oregonian has not yet outgrown the pusillanimous politics of the past, wherein it was thought necessary to falsify in order to discredit a political enemy—and it has regarded Bourne as one ever since he refused to deny the truth of the \$25,000 jack-pot raised and expended in behalf of the election of its late editor to the senate.—Mail-Tribune.

MAINE IS REPUBLICAN.

Bull Moosers Supported Regular Republican State Ticket.

Portland, Me., Sept. 11.—Reversing the result of a year ago, when the republicans, with the aid of progressive votes, according to practically complete returns, have wrested control of the state from the democrats by electing W. T. Haines, the republican candidate, for governor over Frederick W. Plaisted, democratic incumbent.

With returns from but 25 small towns missing, it is certain that the republicans not only have elected their state ticket, but have regained control of several congressional districts as well as securing control of the new state legislature. One of the hardest blows suffered by the democrats is the certain defeat of Senator Gardner by Edwin Burleigh. The vote is close, but the latest returns give Burleigh a lead which the missing precincts cannot offset.

The estimated vote at noon was: Haines 71,300, Plaisted 67,440.

In the first congressional district, which includes Portland, Asher Hinds was re-elected over Michael T. O'Brien, democrat. In the third district Frank E. Guernsey, republican, defeated Charles W. Mullen, democrat, and in the fourth district, although the race is close, it seems certain that Forest Goodwin, republican, has been elected over Samuel W. Gould.

Now that control of the state has fallen into the hands of the republican party, the bull moosers, claiming credit for the victory, started an aggressive campaign to carry the state for Roosevelt.

Scale receipts at Tidings office.

Attention, Wood Consumers

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